

FLORIDA REALTORS®

2024

MEDIA

KIT

**We Reach  
More Than  
179,000  
Real Estate  
Industry  
Decision-  
Makers**



FloridaRealtors®

The Voice for Real Estate® in Florida

# INTEGRATED *Marketing Solutions*



Discover the winning formula to achieve your marketing goals with Florida Realtors. Deliver the right message, to the right audience, through the right channels. Start reaching one of the largest available audiences of active Realtors today.

## FLORIDA REALTOR® MAGAZINE

- Award-winning editorial content
- Monthly circulation: 179,514
- CVC Audited Circulation
- Digital online edition
- Specialty advertising options
- Inserts, Outserts, Cover Wraps,
- Selective Binding Opportunities
- Full-page regional ads available

## FLORIDA REALTORS® NEWS

- Daily email newsletter
- Daily circulation: 142,000+ subscribers
- Banners and text advertising

## FLORIDAREALTORS.ORG

- Official website of Florida Realtors
- Banner advertising

## FLORIDA REALTORS® LEGAL NEWS

- Monthly email newsletter
- Circulation: 148,000+
- Banner and text advertising

## FLORIDA REALTORS® e-BLAST

- Statewide or regional
- 138,000+ Statewide reach
- Limited amount of available send dates to avoid list fatigue

## DIGITAL DISPLAY

- Programmatic Digital Display banner ads
- 100,000 impressions over 30 days
- Reach your right contacts at the right time

[ MAGAZINE ]



[ WEBSITE ]



[ DAILY NEWS ]



[ LEGAL NEWS ]



[ e-BLAST ]



**Schedule a Call** [CLICK HERE](#)



# FLORIDA REALTORS®

Get your message out to one of the largest available audiences of active Realtors.



FLORIDA REALTOR MAGAZINE

**179,000+**  
REALTORS



FLORIDA REALTORS®  
DAILY NEWS

**142,000+**  
REALTORS

FLORIDA REALTORS® e-BLAST

**138,000+**  
REALTORS



FLORIDA REALTORS®  
LEGAL NEWS

**148,000+**  
REALTORS

FLORIDAREALTORS.ORG  
NEWS ARTICLE PAGES

**125,000+**  
IMPRESSIONS



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and jump to a section with one click.

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FloridaRealtors®  
The Voice for Real Estate® in Florida

# FLORIDA Realtor

THE BUSINESS MAGAZINE OF FLORIDA REAL ESTATE

Florida Realtor offers innovative, business-boosting tips and strategies for licensed real estate brokers and salespersons. The trade magazine plays a vital role connecting more than 179,514 Realtors® (members of Florida Realtors) and allied professionals by providing a respected, authoritative forum for creative ideas and successful practices.

The survey says:

RATED #1 MEMBER SERVICE.

90%

of Brokers use Florida Realtor magazine in sales meetings to educate new associates.

Realtors look to Florida Realtor magazine for expert advice on marketing, technology, business trends and management issues.



{ PRINT }



# AUDIENCE

{ PRINT }

**LARGE REACH**  
**179,000+**  
TOTAL REALTORS

**AVERAGE # OF YEARS IN THE REAL ESTATE BUSINESS**  
**13** YEARS



**CONSISTENT READERSHIP**  
**73%**

Have read 3 of the last 4 issues of Florida Realtor

**RESULTS**  
**43%**

of readers contacted or visited the website of a business advertised in Florida Realtor magazine

**HIGH ENGAGEMENT**  
**51** MINUTES

Average time spent with an issue

**68%** READERS  
Indicated Florida Realtor contains advertising relevant to their business needs

**MEDIAN AGE**  
**59** YEARS

**POTENTIAL PURCHASING POWER PER MONTH**  
**\$51,161,490** \*\*

*\*Source — Readex Research 2017 Florida Realtor Editorial Survey. 2.8% margin of error at the 95% confidence level*

*\*\*Potential Purchasing Power equals \$285, the average amount Florida Realtors survey\* respondents said they spend per month times our audited circulation of 179,514*

# 2024 RATES & DATES

{ PRINT }

Effective January/February 2024 issue *audited circulation 179,514*

## 2024 ADVERTISING RATES

FOUR-COLOR	1X	3X	6X	10X	14X
Spread	\$9700	\$7960	\$7510	\$7075	\$6635
Full page	\$5400	\$4425	\$4180	\$3930	\$3685
2/3-page	\$4235	\$3540	\$3340	\$3145	\$2950
1/2-page	\$3390	\$2785	\$2630	\$2475	\$2320
1/3-page	\$2430	\$1990	\$1880	\$1770	\$1660
1/6-page	\$1350	\$1110	\$1045	\$980	\$925
1/12-page	\$800	\$660	\$625	\$590	\$550
Marketplace	\$475				

COVERS	3X	6X	10X
Cover 4 (back)	\$5465	\$5160	\$4855
Cover 2 (inside front)	\$5160	\$4870	\$4585
Cover 3 (inside back)	\$4870	\$4600	\$4330

Rates include four-color process.

Cover contracts may be canceled upon 90 days notice.

Rates are based on frequency within a 12-month period from first insertion.

Click image to see sample.



### Special Positions

An extra 10% computed on applicable rate. Contact publisher for availability. Positioning of advertisements is at the discretion of publisher except where specific positions are agreed to by contract.

## 2024 CLOSING DATES

ISSUE	SPACE CLOSING	MATERIALS DUE	EXPECTED DELIVERY DATE
January/February	Oct. 31	Nov. 7	Dec. 22
March	Jan. 3	Jan. 11	Feb. 23
April	Feb. 1	Feb. 9	Mar. 22
May	Mar. 6	Mar. 15	Apr. 26
June	Apr. 3	Apr. 12	May 24
July	Apr. 30	May 8	Jun. 21
August	Jun. 5	Jun. 13	Jul. 26
September	Jul. 11	Jul. 19	Aug. 30
October	Aug. 7	Aug. 16	Sep. 27
November/December	Sep. 5	Sep. 13	Oct. 25



### SHIPPING:

7025 Augusta National Drive  
Orlando FL 32822-5017

### MAILING:

PO Box 725025  
Orlando FL 32872-5025

### CALL:

(407) 438.1400 ext 2351  
(407) 438.1411 Fax

EMAIL: [advertise@floridarealtors.org](mailto:advertise@floridarealtors.org)

# SPONSORED CONTENT

## Your words, our audience. Get your message out to over 179,000 Realtors.

Tell your story in a format similar to the editorial content of the magazine. Make a real impact with our readers with this high engagement format. All advertorials are subject to editorial approval before publication.

### NET RATES:

Two Page Spread: \$9,000

Full Page: \$5,000

### AD SPECS:

Single page: 8.125" x 10.875" with .125 bleed

2 page spread: 16.25" x 10.875" with .125 bleed

Headline max font size: 50pt/50pt

Headline max words: 20 words

Font suggestion: Univers condensed or comparable

Body copy max: 800 words

All ads must be labeled **Sponsored Content** on the top of page at a minimum of 7pt type

All images/ logos or graphs must be in CMYK and at least 300 dpi

All ads must be labeled **Sponsored Content** on the top of page at a minimum of 7pt type

All images/ logos or graphs must be in CMYK and at least 300 dpi

\* All sponsored content is subject to editorial approval before publication.



### Coldwell Banker Managers Helping Agents to Live Exceptional Lives

Coldwell Banker offers to help drive the success of its affiliated agents perfectly align with the company's values to world-class education and recognition events. The goal? To help their agents live exceptional lives.

Q: What are your top priorities for supporting your affiliated agents?
A: We saw that 2020 shifted how real estate agents could work. Now, it's about how they've applied those learnings to serve a demanding market.



REAL ESTATE AGENT AND COMMUNITY DEVELOPER, JENNIFER COLEMAN

Q: Why is Fort Lauderdale such a hot market in Florida?
A: Fort Lauderdale is one of the most diverse cities in the country. It's a destination for business and pleasure. Innovation and design have set this market a great opportunity, and we have some of the most beautiful and residential homes - from sprawling estates to exclusive waterfront communities like Las Olas Isle, close to the famed Las Olas.

Q: What is your advice for real estate agents in today's market?
A: There is a shift that all agents need to make in how to work in real estate, but even more so a change in how they think. Find that niche, identify your greatest strengths and how you have communicated that to the world.

### Wish Lists & Financial Anxiety: How Realtors & Lenders Can Help First-Time Homebuyers Land their Dream Home

TD Bank

First-time homebuyers have a long list of priorities, many inspired by the extra time they spent at home during the pandemic. They're excited about the prospect of homeownership, particularly in the Sunshine state where the right piece of real estate can land buyers in close proximity to beautiful, sandy beaches, golf courses and parks. But they also feel anxious and unprepared for Florida's competitive market.

Despite the challenges, interest rates are hovering near historic lows and it's still a good time to invest in a home. So, how do we help buyers when inventory is low? When Realtors and lenders work together homebuyers are more successful in finding and financing a home that meets their criteria.

TD Bank is a collaborative and diverse culture because we've seen the sense of unity and support that our affiliated agents have. We make ourselves present in their lives to help them meet their business needs, but also their personal and professional goals.



Brian Betzler, Regional Mortgage Sales Manager, TD Bank

### The Three 'R's of Successful Recruiting: Reputation, Retention and Relevance

By Robert Castello, Broker, Century 21 World Connection, Miami

It's never the way that you do it, it's the way you do it. Roberto Castello, a real estate professional for over 20 years, has a wealth of experience in recruiting and retention.

Reputation is the first step in recruiting. It's about how you are perceived by your clients, your colleagues, and the industry. Retention is the second step. It's about how you keep your agents motivated and engaged. Relevance is the third step. It's about how you stay up-to-date with the market and your clients' needs.

Who is Roberto Castello? Roberto is a real estate professional with over 20 years of experience. He is a graduate from Miami Dade College and has a degree in Business Administration. He is a member of the National Real Estate Association and the Florida Real Estate Association.

# FLORIDA REALTOR MARKETPLACE

{ PRINT }

## Large audience - low rate.

The Florida Realtor Marketplace section offers a cost-efficient platform for you to get your message out to over 179,000 Realtors in the state.

### MANAGE IT

Brokerage SERVICES

## READY TO GET INTO PROPERTY MANAGEMENT?



**TIERA VINCENT**  
NKT LEVEL REAL ESTATE, JACKSONVILLE

If you're contemplating opening a property management division, read this first.

BY TRACEY C. VOLT

In today's low-margin real estate brokerage environment, brokers are exploring additional income streams. Property management stands out as a viable option.

"I recently started in property management after owning a brokerage for five years," says Tiera Vincent, broker-owner of NKT Level Real Estate in Jacksonville. "Most of my sales come from either selling homes that are in my management portfolio or helping investors buy more houses for me to manage," she notes.

Vincent shares insights and lessons learned establish-

ing a property management practice.

#### 1. TO SEPARATE OR INTEGRATE?

There are two ways to structure a property management business. First, as a separate entity. As a separate entity, such as an LLC or corporation, the brokerage's reputation from potential negative property management reviews is protected. The second choice is to make it a department within the brokerage. This offers built-in referrals from the existing sales team, which is ideal for larger brokerages. However, smaller brokerages might need strategies to attract referrals.

#### 2. CHOOSE THE RIGHT LEADER.

It's essential to seek individuals with property management designations. "Preferably, they should be members of organizations like the National Association of Residential Property Managers (NARPM) or the Institute of Real Estate Management (IREM)," says Vincent. A competent leader ensures consistent service quality and division success.

#### 3. STRUCTURE THOUGHTFULLY.

"There are two primary approaches," says Vincent. The Departmentalized Approach assigns specific tasks to roles like maintenance coordinators and leasing agents, promoting consistency but may require more resources. The Portfolio-Managed Approach lets one agent handle all property aspects, from collections to inspections. This offers more independence but can challenge consistency.

#### 4. INVEST IN TECHNOLOGY.

Brokers should invest in scalable and robust accounting software. Essential features to look for include online maintenance requests, owner and tenant portals, and online payment processing. "You want a program that grows with you," she says. Also, she notes, "Document all of your processes and procedures as they are the key to success."

#### 5. HIRE AN ASSISTANT.

Consider virtual assistants for tasks like maintenance coordination and customer

service. "I was very slow to decide to use a virtual assistant," she says. "Property managers tend to be thick skinned, so they may come off indifferent. So, I basically hired to my weakness," she says. "She is that smiling face and handles almost all of my maintenance coordination." She says this position makes between \$1,200 to \$1,500 a month. This strategy allows property managers to focus on core business aspects.

#### 6. SET BOUNDARIES.

Property managers should be selective. It's crucial to only take on clients and properties that align with their standards and business goals. "If your gut is telling you 'no,' or your process and procedures preclude you from taking this client, don't overrule it. Listen to your expertise and trust yourself," she says. Establishing clear criteria for the ideal client and property can prevent potential issues.

No matter how you go about it, says Vincent, remember steady income and a booming portfolio takes time. Whether you decide to structure your property management practice as a separate entity or a department within the brokerage, attention to detail, advanced technology and consistent processes are paramount. The success of your venture will largely depend on these foundational elements.

Tracey C. Volt is a contributor editor for Florida Realtor® magazine.

## FLORIDA REALTOR Marketplace

**35% REFERRAL FEE**

**CHARLESTON SC AREA** Mount Pleasant, James Island, Isles of Palms, Kiawah Island

Upholding the highest standard of integrity is one of our most important pillars

**AVILES** Licensed Broker - REALTOR®  
Aviles Real Estate Brokerage  
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gl@aviles-realestate.com  
www.Aviles-RealEstate.com

**Let's Partner Up!**

"No Obligation... Just Opportunity!"

**San Diego County**

**Rachel Wilkins**  
(619) 504-8119

Brokered with Active Realty  
RachWil@ActiveRealty.com  
Team 2 - Tiera Vincent Realty Group  
(619) 504-8119

Referral Fee...Negotiable!  
Excellent Client Care...Non-Negotiable!

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We guarantee that your client will always be your client. We manage properties in South Florida and Orlando. Contact us for more information: [www.floridahomesintl.com](http://www.floridahomesintl.com)

**FLORIDA HOMES**  
INTERNATIONAL REALTY

(305) 396-4496 ext. 4  
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Subscriptions to Florida Realtor® magazine make perfect gifts to referral sales associates in other markets.

Visit [floridarealtors.org/magazine](http://floridarealtors.org/magazine) and click on the subscribe button.

**35% REFERRAL FEE**

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INTERNATIONAL REALTY

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management@floridahomesintl.com  
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Visit [floridarealtors.org/magazine](http://floridarealtors.org/magazine) and click on the subscribe button.

ADVERTISE WITH US! Jeff Falbab (407) 438-1400 ext. 2351 or [Advertise@floridarealtors.org](mailto:Advertise@floridarealtors.org)

RATE: \$475

Size: Marketplace size (2.25" x 2.25")



Schedule a Call [CLICK HERE](#)



FOR MORE INFORMATION CONTACT:

JEFF FELBAB (407) 438-1400 EXT. 2351

ADVERTISE@FLORIDAREALTORS.ORG



# PRODUCTION SPECS

## MANUFACTURING

**PRE-PRESS:** Computer-to-Plate (CTP)  
**PRESS:** Web offset  
**BINDING:** Saddle-stitch  
**TRIM SIZE:** Full page – 8-1/8" x 10-7/8"  
 Spread – 16-1/4" x 10-7/8"

## DIMENSIONS

### NON-BLEED AD UNIT SIZES

AD SIZE	WIDTH	DEPTH
2-Page Spread	15.25"	9.875"
Full Page	7.125"	9.875"
2/3-Page	4.635"	9.875"
1/2-Page horizontal	7.125"	4.75"
1/3-Page vertical	2.1794"	9.875"
1/6-Page vertical	2.1794"	4.75"
1/12-Page	2.1794"	2.1794"

### BLEED AD UNIT SIZES

(Ad sizes include 1/8" bleed on all 4 sides of the ad.)

AD SIZE	WIDTH	DEPTH
2-page Spread	16.5"	11.125"
Full Page	8.37"	11.125"
2/3-Page	5.39"	11.125"
1/2-Page horizontal	8.38"	5.4491"
1/3-Page vertical	2.961"	11.125"

Keep live copy a minimum of 1/4" inside final trim for safety.

## DIGITAL FILES

### ACCEPTABLE FORMATS:

PDF/X1a  
 Adobe InDesign  
 Adobe Illustrator  
 Adobe Photoshop  
 TIFF  
 EPS (see miscellaneous)

Indicate the issue for which the digital files are supplied, and the ad size and bleed specs.

i.e.: **Florida Realtor\_June 2024\_Full Page\_Bleed**



## MISCELLANEOUS INSTRUCTIONS

Supply CMYK color-corrected electronic printable files. To guarantee correct color reproduction, include a proof that meets SWOP specifications. See [www.swop.org](http://www.swop.org).

ALL FONTS must be embedded in the pdf file, outlined or packaged with the art files.

Include ALL artwork/links (i.e. placed graphics, photographs, logos). Image resolution should be at least 300 dpi at final size. Before placing artwork into the ad, size artwork to 100% OF ACTUAL SIZE USED IN AD. Artwork must be converted to CMYK colors. RGB colors are not acceptable. Convert any Pantone colors from "spot" to "process" (CMYK) before saving files.

Additional costs may be incurred if file is not supplied to specifications.

## SHIPPING INSTRUCTIONS

**Jeff Felbab**  
**Florida Realtor magazine**  
 7025 Augusta National Drive  
 Orlando FL 32822-5017  
 (407) 438-1400 ext 2351  
 (407) 438-1411 FAX  
[advertise@floridarealtors.org](mailto:advertise@floridarealtors.org)

# DIGITAL MEDIA *Marketing Solutions*

Our email newsletters and web site offer a variety of online advertising opportunities designed to effectively target your message to Florida's real estate professionals.

## FloridaRealtors® News

DAILY BUSINESS E-NEWSLETTER ADVERTISING  
Daily circulation: 142,000+ subscribers  
Banner and text advertising

## FloridaRealtors® eBlast

DEDICATED EMAIL ADVERTISING  
Statewide reach 138,000+  
Regional opportunities available

## FloridaRealtors®.org

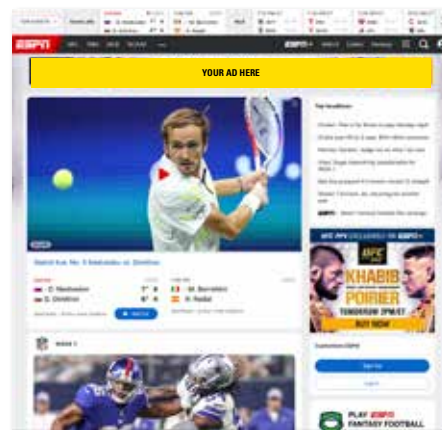
OFFICIAL WEBSITE OF FLORIDA REALTORS  
Your ad receives 125,000+ impressions per month  
Banner advertising

## FloridaRealtors®

DIGITAL DISPLAY  
Expand the reach of your message  
Customized packages  
100,000 impressions for 30 days

## FloridaRealtors® Legal News

MONTHLY LEGAL NEWSLETTER  
Monthly E-newsletter  
Circulation: 148,000+  
Banner and text advertising





## DAILY BUSINESS E-NEWSLETTER ADVERTISING

Florida Realtors News is a daily email newsletter that summaries each day's most essential real estate news. Delivered in crisp, headline format with links to the association's web site for comprehensive news information.

### 2024 EMAIL-NEWSLETTER ADVERTISING RATES

AD UNIT	AD SIZE	PLACEMENT	1 WEEK	6 WEEKS	12 WEEKS	24 WEEKS
Banner	468px x 90px	Position 1	\$1,400	\$1,260	\$1,135	\$995
Rectangle	300px x 250px	Position 2	\$1,260	\$1,135	\$1,020	\$915
Text	See specs	Position 3	\$1105	\$995	\$895	\$805
Text	See specs	Position 4	\$895	\$805	\$715	\$625

#### RATES ARE NET PER WEEK

There are 5 newsletters per week excluding holidays  
 Payable in advance  
 Non-cancelable

#### 2024 CLOSING DATES

Insertion order, payment and copy are due no later than five business days prior to Monday start date

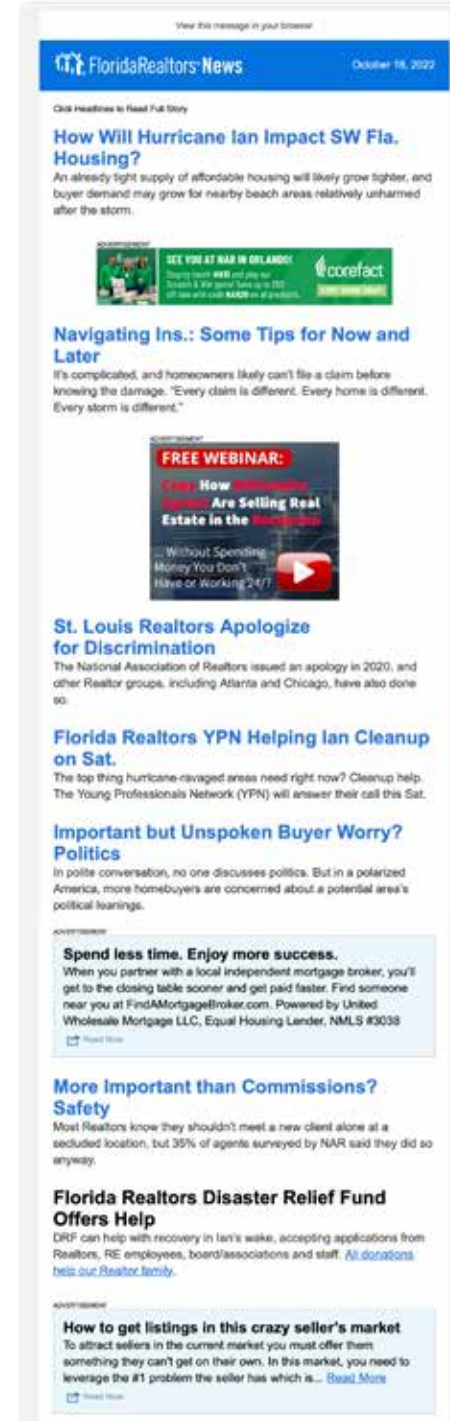
#### AD SPECIFICATIONS

**Banner:** 468 x 90 pixels  
**Rectangle:** 300 x 250 pixels

#### Text specifications:

**Headline:** maximum 10 words and no more than 65 characters including spaces.  
**Body copy:** maximum 28 words and no more than 169 characters including spaces.

Click image to see sample.



{ DIGITAL }

**POSITION 1**  
 468 x 90 pixels  
 Banner

**POSITION 2**  
 300 x 250 pixels  
 Rectangle

**Maximum file size:** 50K  
**File Type:** JPG  
 Creative must be surrounded by minimum 1 pixel border

**POSITION 3**  
 Text Ad  
 See text ad specifications

**POSITION 4**  
 Text Ad  
 See text ad specifications

Schedule a Call [CLICK HERE](#)



# FloridaRealtors® Legal News

## MONTHLY LEGAL E-NEWSLETTER ADVERTISING

The Florida Realtors Legal News provides advice to help members stay on the right side of the law. It's no wonder it's among our most popular publications.

### 2024 EMAIL-NEWSLETTER ADVERTISING RATES

AD UNIT	AD SIZE	PLACEMENT	1 MONTH	3 MONTHS	6 MONTHS	12 MONTHS
Banner	468px x 90px	Position 1	\$425	\$405	\$385	\$365
Rectangle	300px x 250px	Position 2	\$410	\$390	\$375	\$360
Text	See specs	Position 3	\$385	\$360	\$335	\$315

### RATES ARE NET PER MONTH

Payable in advance  
Non-cancelable  
Subject to availability

### 2024 CLOSING DATES

Insertion order, payment and copy are due no later than seven business days prior to Monday start date

### AD SPECIFICATIONS

**Banner:** 468 x 90 pixels

**Rectangle:** 300 x 250 pixels

**Text specifications:**

**Headline:** maximum 10 words and no more than 65 characters including spaces.

**Body copy:** maximum 28 words and no more than 169 characters including spaces.

**Schedule a Call** [CLICK HERE](#)



{ DIGITAL }



[BANNER]

**POSITION 1**  
468 x 90 pixels

[RECTANGLE]

**POSITION 2**  
300 x 250 pixels  
Rectangle

**Maximum file size:** 50K  
**File Type:** JPG

Creative must be surrounded by minimum 1 pixel border

[TEXT]

**POSITION 3**  
Text

Dedicated email to members. To avoid list fatigue we offer a limited amount of sends per month. Subject to availability. Statewide and regional opportunities available.

---

#### 2024 eBLAST ADVERTISING RATES

Full List Distribution: 138,000+ – \$7,000 net

**File Type:** JPG, GIF

**Maximum file size:** 300kb

600 pixels wide (fixed) x 500 pixels high

Provide click-through, destination URL

**Subject line:** Maximum of 35 characters including spaces

**Pre-header text:** Maximum of 100 characters including spaces

No use of spam flag words – examples include free, discount, save, buy, dollar signs, amount references

No animation

**Due dates:** eBlast material is due 10 business days prior to launch date

**Regional eBlast:** Limited regional eBlast opportunities available. Call for more details.

*Click image below to see sample.*



*All e-blast advertising creative is subject to approval by Florida Realtors. Florida Realtors has the right to reject or cancel any advertisement deemed inappropriate and refund money paid for that advertisement.*

## Why Florida Realtors® e-blast?

- Pure first party data, email list is taken from our member list that is updated daily
- Higher open rates since sender (Florida Realtors) is a trusted source
- 100% share of voice. Your message is the only messaging on the e-blast, giving you a high level of engagement
- To avoid list fatigue we limit the amount of sends per month, this results in less available inventory but better performance metrics for our advertisers

**Schedule a Call** [CLICK HERE](#)



## OFFICIAL WEBSITE OF FLORIDA REALTORS

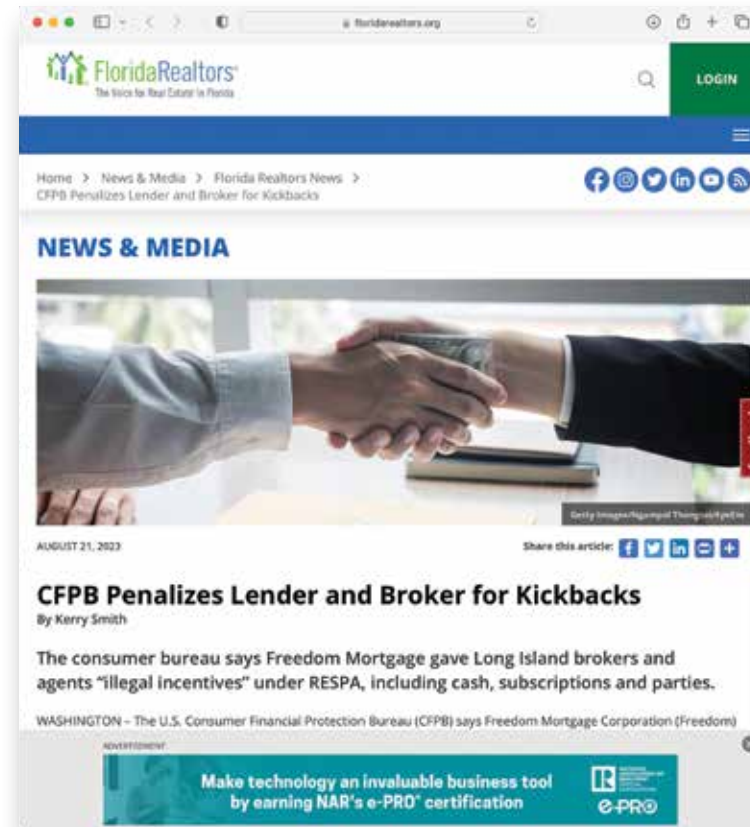
FloridaRealtors.org provides valuable tools and resources that help Florida's real estate professionals every day. The site connects Realtors with contract forms, technology services, advocacy resources, and market data and research.

Click image below for sample



### FLORIDA REALTORS WEBSITE – NEWS PAGE LEADERBOARD

- 728 x 90 (desktop/tablets) and 320 x 50 (mobile) banner ad on website news pages.
- News web pages are also the web page users land on when they click on an article in the Daily News email newsletter
- **Rate \$1,250 for 30 days - approx. 125,000 impressions**



- Creative must be surrounded by minimum 1 pixel border
- Audio not permitted
- Provide click-through URL
- Linking URLs must be domain name based – NOT the IP address
- Submit banner and URL via email.

**Schedule a Call** [CLICK HERE](#)



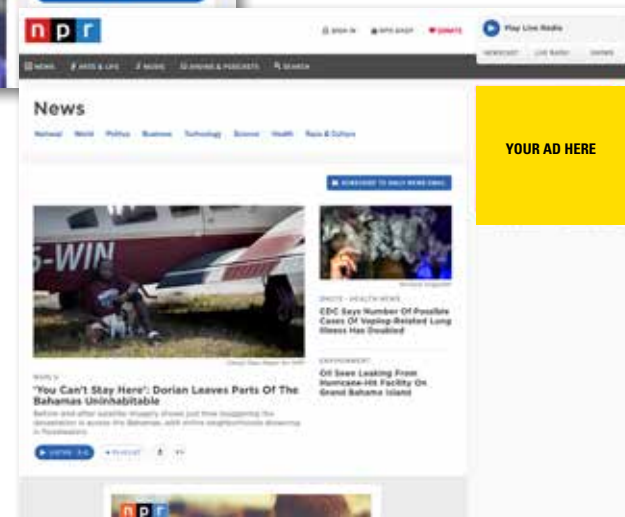
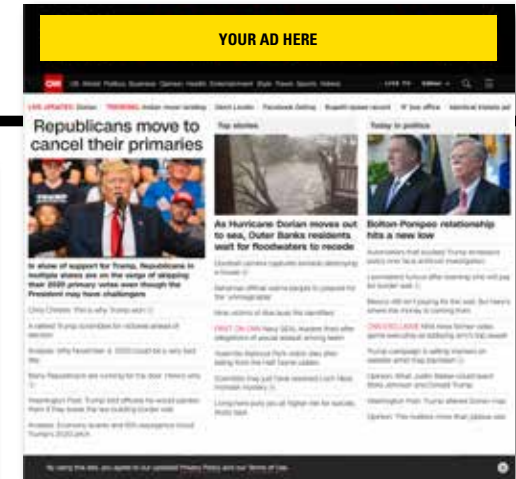
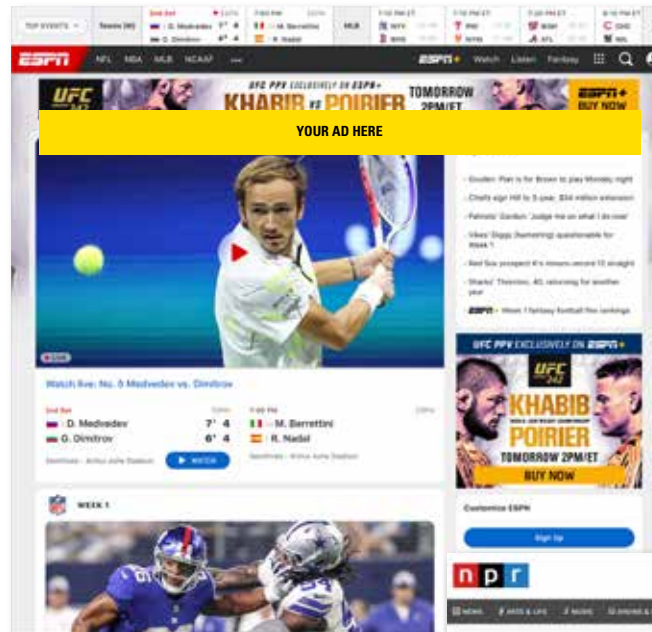
# FloridaRealtors® Digital Display

{ DIGITAL }

**RIGHT MESSAGE, RIGHT PERSON, RIGHT TIME**  
 Serve ads to our Realtor members where ever they are.

- Reach our members as they travel around the web
- Fully customizable, target a region, county, zipcode or target an event
- Digital banner ads are served while Realtors are on their devices or desktop checking the news, weather, sports etc ...
- 5 IAB Banner ad sizes: 728px x 90px, 300px x 250px, 300px x 50px, 320px x 50px, and 160px x 600px

100,000 impressions for 30 days - \$995



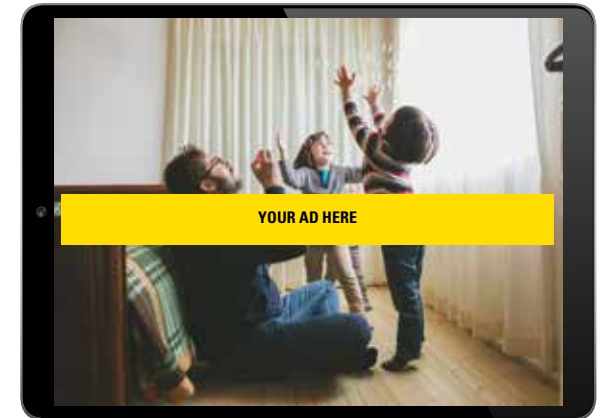
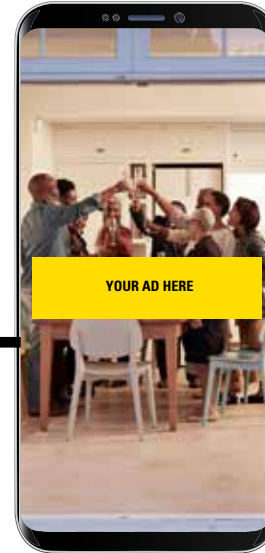
**Schedule a Call** [CLICK HERE](#)





## RIGHT MESSAGE, RIGHT PERSON, RIGHT TIME

Increase the reach of your message by engaging with our Realtor members with while they are watching their favorite content on their streaming devices.



- Reach our members via “Big Screen” (streaming devices, smart TV & Gaming Consoles) and “Small Screen: (Laptops, Tablets, & Smart Phones)
- Using our member list as the source we utilize cross device matching to serve your ads
- Ads are :15 second non-skippable videos
- Fully customizable, target a region, county, or zip code
- Ad placements include

**Pre-Roll Video Ads** – These video ads appear immediately before free video content on publishers like CNN.com, Forbes, Local News Sites and many more

**Mid Roll video ads** – these ads appear within the content of longer videos

**Post Roll video ads** – These ads appear at the end of a video

**In-banner video** – These videos are converted to in-banner format and size to run in standard display ad space

**RATES:**  
**\$1,100 – 10,000 impressions**

### SPECS:

#### Video:

Dimensions: 960px X 720px AND 960px X 540px  
Audio Bitrate: 128kbps or higher  
Video Bitrate: 2.0mbps or higher  
Preferred Format: mp4 (h.264)  
Max video file size: 10MB with a max final load size of 200MB

#### In Banner Video:

Dimensions: 960px X 720px AND 960px X 540px  
Audio Bitrate: 128kbps or higher  
Video Bitrate: 2.0mbps or higher  
Preferred format mp4 or HTML5 coded as 300 x 250  
Max initial payload file size: 200 KB  
Max total video size: 5MB

**Schedule a Call** [CLICK HERE](#)





# IN GOOD COMPANY

**When you advertise with Florida Realtors® you will be in good company.**

## Recent Florida Realtors® Advertisers

Attorney's Title Fund Services  
Avis  
Biz Success Books  
BoomTown!  
Brokermint  
Broward, Palm Beaches, and St. Lucie Realtors  
Budget Rental Car  
Buffini & Company  
Constant Contact  
Craig Proctor  
Department of Business and Professional Licensing – Div of Real Estate  
eCommission  
Enhanced Brokering  
EXIT Southeast  
Florida Homestead Check  
Fluent Mortgage  
Form Simplicity  
Forward My Listing  
Great Tampa Realtors  
Greg Luther Coaching

Hernando County Association of Realtors  
HotelPlanner  
Just Listed Social  
LPT Realty  
Mashore Method  
Member Options  
Miami Association of Realtors  
Midas IQ  
Minto Communities  
National Association of Realtors – C2EX  
National Association of Realtors – Center For Financial Wellness  
National Association of Realtors – Center for Real Estate Development  
National Association of Realtors – Events  
National Association of Realtors – Spire  
Northeast Florida Association of Realtors (NEFAR)  
ODP Business Solutions

Orlando Regional Realtors Association  
Osceola County Association of Realtors  
Paperless Agent  
Partnership Realty  
Pendry Residences  
Pinellas Suncoast Association & Central Pasco Association  
Pillar to Post  
RBC Bank  
Real Care Insurance Florida  
Realtor.com  
Realtor Association of Citrus County  
Realtors Association of Lake and Sumter Counties  
Realtors of Punta Gorda-Port Charlotte-North Port-DeSoto, Inc  
RealMLS  
Reolve  
RentRedi  
RentSpree  
Royal Palm Coast Realtors Association

Realtor Association of Sarasota and Manatee  
See You Ledger  
SERHANT, Ventures  
SignMore  
Space Coast Association of Realtors  
Star One Realty Group  
Stellar MLS  
The Canadian Real Estate Association (CREA)  
The Iconic Agent  
Trans-Equity  
TransUnion  
United Wholesale Mortgage  
UPS  
Venice Board of Realtors  
VirtualStaging.com  
Weichert Real Estate  
Wise Agent  
Yardi  
Your Home Plus

